



# DIPLOMA IN ADVERTISING & MEDIA



**DURATION:** ONE YEAR PART TIME COURSE (2 SEMESTERS)

**ELIGIBILITY:** Graduate in Any Faculty

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY AN INTERVIEW

## OBJECTIVE:

Provide students with both the rudiments of advertising studies and the most advanced theories of advertising and the media. Understand the economics and the business of advertising and the media industry.

- Explore how advertisement represents people, places, ideas, issues and events to different audiences/consumers.
- Produce the critical mind that enables the student to engage media actively in life, rather than to be passive recipients of messages.

## JOB OPPORTUNITIES:

Some advertising career options are as given below:

Creative Writer, Media Producer, Advertising Executive, Poster Writer, Copy Writer, Script Writer, Photographers, Graphic Designers, Visual Art Director, Public Relation Officer, Product Promoter, Market Researcher.



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## COURSE CONTENTS:

### SEMESTER 1

- Advertising Concepts & Principles
- Market Research
- New Media Technology
- Media Planning & Buying
- Advertising Agencies

### SEMESTER 2

- Marketing Management
- Research Methodology
- Public Relations
- Consumer Behavior
- Project